

## CLAIMS

1. A dispenser (10) for dispensing a cosmetics, hygiene, or pharmaceuticals substance, said dispenser comprising:

- a tubular sheath (14) defining an ejection axis (19) and an axial ejection direction (20);
- a moving subassembly (12) mounted to move relative to the sheath and having an end-wall (32) and a drive element (30), the moving subassembly as in a stowage position being received entirely inside the sheath (14) so that the drive element (30) is inaccessible;
- a volume for receiving the substance, which volume is defined in the sheath (14) and/or in the moving subassembly (12); and
- locking means which, in a locking state, prevent any movement of the moving subassembly (12) as in the stowage position relative to the sheath in the ejection direction and, in an unlocking state, release the moving subassembly and make it possible for the moving subassembly to move relative to the sheath in the ejection direction at least until it reaches a projecting position in which the drive element projects to the outside of the sheath and is accessible, the locking means going from the locking state to the unlocking state when the end-wall (32) of the moving subassembly is pushed in by a user in the axial direction that is opposite from the axial ejection direction, from the stowage position to a pushed-in position.

2. A dispenser according to claim 1, in which the moving subassembly is guided relative to the sheath such that the pushing-in of the end-wall (32) of the moving subassembly is a movement in translation without any movement in rotation relative to the sheath (14).

3. A dispenser according to claim 1 or claim 2, further comprising drive means (70) for driving the moving subassembly, in the ejection direction, from the pushed-in position to the projecting position.

4. A dispenser according to claim 3, in which the drive means comprise a compression spring (70) urging the moving subassembly (12) to return in the ejection direction.

5. A dispenser according to claim 3 or claim 4, further comprising brake means (35) for braking the movement of the moving subassembly (12) in the ejection direction.

6. A dispenser according to any preceding claim, in which the moving subassembly (12) comprises:

- an applicator (24) for applying the substance, which applicator defines the volume for receiving the substance, and is provided with the end-wall (33) of the moving subassembly; and
- moving equipment (22) disposed inside the sheath (14) and provided with retaining means (40) for retaining the applicator (24) relative to the moving equipment (22).

7. A dispenser according to claim 6, further comprising an end-of-stroke abutment (112A) preventing any axial movement of the moving equipment (22) relative to the sheath (14) in the ejection direction beyond the position taken up by the moving equipment (22) when the moving subassembly (12) is in the projecting position.

8. A dispenser according to claim 7, in which the retaining means are such that they release the applicator (24) when the moving subassembly (12) is in the projecting position and when an axial force is exerted on the end-wall (32) of the moving subassembly in the ejection direction.

9. A dispenser according to any preceding claim, in which the locking means comprise at least two moving parts that move relative to each other in a telescopic motion.

10. A dispenser according to any preceding claim, in which the moving equipment (22) is one-piece.

11. A dispenser according to any preceding claim, in which the locking means comprise at least one moving element co-operating with an abutment when the locking means are in the locking state, the moving element and the abutment moving relative to each other in a disengagement movement that includes a non-axial component when the locking means go from the locking state to the unlocking state.

12. A dispenser according to claim 11, in which the abutment is secured to or integral with the sheath, and the moving element is secured to or integral with the moving subassembly.

13. A dispenser according to claim 12, in which the abutment is stationary relative to the sheath.

14. A dispenser according to any one of claims 11 to 13, in which the locking means comprise a cam mechanism generating a disengagement relative movement when the moving subassembly goes from the stowage position to the pushed-in position.

15. A dispenser according to any one of claims 11 to 13, in which the cam mechanism comprises a cam (44) having a closed profile.

16. A dispenser according to any preceding claim, in which the sheath is closed at one axial end by a sheath end-wall (18) and, at its other axial end, has an opening that is closed off by the end-wall (32) of the moving subassembly in the stowage position, the ejection axial direction (20) going from the sheath end-wall towards the opening.